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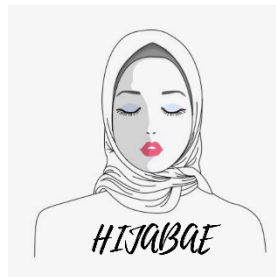
**UITM CAWANGAN KEDAH
DIPLOMA IN BUSINESS STUDIES**

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN

BUSINESS: HIJABISTA BOUTIQUE



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18 JUNE 2020

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EXECUTIVE SUMMARY

Hijabista Boutique is known as a boutique that has a unique design and has its own criteria. Hijabista out there can be our main customer to purchase hijab and any kind of outfit such dress, blouse, skirts, top and other fashion clothing. Clothing selections and exclusive personal style services, which include a detailed style assessment, will ensure that our customers are well dressed.

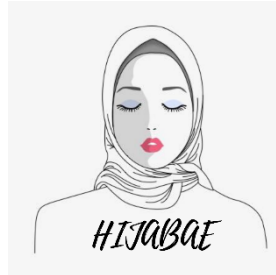
My design will carry Ready-to-Wear (RTW) design and casual/contemporary apparel & accessories for women, and will be the exclusive attire. I will provide services such as Style Assessments, alterations, personal shopping, and special ordering to customers during store hours and by personal appointments. Stylist who are trained within the image industry will be available to customers on a daily basis. My innovative style and educational emphasis in helping women develop their personal styles will enhance our reputation as a truly unique boutique.

INTRODUCTION

Organization Background

| | |
|--------------------------|--|
| Name of the Organization | Hijabista Boutique |
| Business Address | 18-D, Wisma Kurnia, Lebuhraya Darul Aman, 05100 Alor Setar, Kedah. |
| Website/e-mail address | hijabistaboutique@gmail.com www.hijabistaboutique.com |
| Telephone Number | 0135208826 |
| Main Activities | Manufacturing |
| Date of Commencement | 6/6/2020 |
| Date of Registration | 6/5/2020 |
| Name of Bank | Bank Islam Berhad |
| Bank Account Number | 09010020981098 |

Organization Logo/ Motto



Logo Description

- Hijabae means hijab lovers and the image of the hijabista is showed that all women still can be fashionable eventhough we as a Muslim have to wear a hijab.

Motto

- “Clothe yourself with compassion, kindness, humility, gentleness and patience.”

Vision

- To strive to be a global leader in fashion by empowering innovation and design to provide total customer satisfaction.

Mission

- Works relentlessly to give customers the most compelling shopping experience possible.
- Offer the customer the best possible service, selection, quality and value.